AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

CLAIMS

1. (currently amended) A system for ~~optimizing one or more aspects of~~ organization return management comprising:

a plurality of computers connected by a network each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

establish a detailed data dictionary as required to define a plurality of cells within a matrix of market value for an organization ~~and a plurality of processing stages~~ where each matrix cell is defined by a segment of value and an element of value or an external factor and where each of the elements of value and external factors consists of a plurality of items,

integrate a plurality of data representative of an organization from a plurality of organization narrow systems in accordance with the matrix cell definitions,

transform at least part of said integrated data into an impact summary for each of one or more elements of value and one or more external factors by using a series of models,

quantify an impact by item of the elements of value and the external factors on a return from each segment of value by analyzing said data with a series of models that use the impact summaries as an input,

identify one or more scenarios and determine an expected range of values for each impact summary under each scenario, and

simulate an organization financial performance using said matrix and the expected range of values for the impact summaries in order to quantify a total organization risk by item ~~and provide data useful for identifying one or more changes at the item level that will optimize one or more aspects of an organization return for each of one or more scenarios using a mixed integer non-linear optimization analysis~~ before outputting said element of value impacts, external factor impacts, and total organization risk ~~and identified changes~~ by item

where the ~~system links~~ impact summaries are linked together when they are not independent ~~and also identifies and outputs one or more item level changes that will optimize a total organization risk and a total organization value for each of one or more scenarios.~~

2. (currently amended) The system of claim 1, wherein the ~~an~~ organization consists of ~~is~~ a single product, a group of products, a division, a company, a multi-company corporation, a value chain or a collaboration.

3. (currently amended) The system of claim 1, wherein the processors further identify one or more changes at the item level that will optimize one or more aspects of an organization return for each of the one or more scenarios using a mixed integer non linear optimization analysis where the one or more aspects of an organization return that are selected from the group consisting of alliance return, brand return, channel return, customer return, current operation return, derivative return, employee return, information technology return, intellectual property return, ~~investment return,~~ market sentiment return, ~~market return,~~ partnership return, process return, production equipment return, real option return, vendor return and combinations thereof.

4. (currently amended) The system of claim 1 that ~~optionally~~ supports a valuation of an equity security.

5. (currently amended) The system of claim 1 that supports a financial performance management by the segments of value, the elements of value, an enterprise and combinations thereof.

6. (currently amended) The system of claim 1, wherein the one or more elements of value physically exist and are selected from the group consisting of: alliances, brands, channels, customers, employees, information technology, intellectual property, partnerships, processes, vendors and combinations thereof.

7. (currently amended) The system of claim 6, wherein the elements of value can be clustered into one or more sub-elements of value for a more detailed analysis.

8. (currently amended) The system of claim 5, wherein the ~~an~~ enterprise is a single product, a group of products, a division or a company.

9. (currently amended) The system of claim 1, wherein the segments of value are selected from the group consisting of current operation, derivatives, investments, real options, market sentiment and combinations thereof.

10. (currently amended) The system of claim 9, wherein the current operation segment of value can be further subdivided by a component of value where the components of value are revenue, expense or capital change.

11. (currently amended) A computer readable medium having sequences of instructions tangibly stored therein, which when executed cause the processors in at least one computer to perform steps, the steps ~~an organization return management method,~~ comprising:

establishing a detailed data dictionary as required to define a plurality of cells within a matrix of market value for an organization ~~and a plurality of processing stages~~ where each matrix cell is defined by a segment of value and an element of value or an external factor and where each of the elements of value and external factors consistsof a plurality of items,

integrating a plurality of data representative of an organization from a plurality of organization narrow systems in accordance with the matrix cell definitions,

transforming at least part of said integrated data into an impact summary for each of one or more elements of value and one or more external factors by using a series of models,

developing a market value matrix that quantifies an impact by item of the elements of value and the external factors on an organization market value by a segment of value by analyzing said organization data with a series of models that use the impact summaries as an input,

identifying one or more scenarios and determining an expected range of values for each impact summary under each scenario, and

simulating an organization financial performance using said matrix and the expected range of values for the impact summaries in order to quantify a total organization risk by item ~~and provide data useful for optionally identifying one or more changes at the item level that will optimize one or more aspects of an organization return for each of one or more scenarios using mixed integer non-linear optimization analysis~~ before outputting said element of value impacts, external factor impacts, and total organization risk ~~and identified changes, if any,~~ by item

where the method further comprises linking impact summaries together when they are dependent ~~and optionally identifying a list of changes by item that will optimize aspects of financial performance selected from the group consisting of a total organization risk and a total organization value~~.

12. (currently amended) The computer readable medium of claim 11, wherein the ~~an~~ organization consists of ~~is~~ a single product, a group of products, a division, a company, a multi-company corporation, a value chain or a collaboration.

13. (currently amended) The computer readable medium of claim 11, wherein <u>the method further comprises identifying one or more changes at the item level that will optimize one or more aspects of an organization return for each of the one or more scenarios using a mixed integer non linear optimization analysis where the</u> one or more aspects of an organization return are selected from the group consisting of alliance return, brand return, channel return, customer return, current operation return, derivative return, employee return, information technology return, intellectual property return, ~~investment return,~~ market sentiment return, partnership return, process return, production equipment return, real option return, vendor return and combinations thereof.

14. (currently amended) The computer readable medium of claim 11 that supports <u>a</u> financial performance management by <u>the</u> ~~a~~ segment<u>s</u> of value, <u>the</u> ~~an~~ element<u>s</u> of value, an enterprise and combinations thereof.

15. (currently amended) The computer readable medium of claim 11 that ~~optionally~~ supports an organization security valuation.

16. (currently amended) The computer readable medium of claim 11, wherein <u>the</u> one or more elements of value <u>physically exist and</u> are selected from the group consisting of: alliances, brands, channels, customers, vendors and combinations thereof.

17. (previously presented) The computer readable medium of claim 11, wherein the segments of value are selected from the group consisting of current operation, derivatives, investments, real options, market sentiment and combinations thereof.

18. (currently amended) The computer readable medium of claim 11<u>,</u> wherein <u>the total organization risk consists of</u> one or more risks <u>that</u> are selected from the group consisting of variability risks, contingent liabilities, market volatility risks, event risks and combinations thereof.

19. (currently amended) The computer readable medium of claim 11, wherein <u>the</u> one or more external factors are selected from the group consisting of numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of

organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

20. (withdrawn) A market value matrix that quantifies an impact by item of one or more elements of value, one or more external factors and one or more risks on an organization market value by a segment of value by analyzing a plurality of organization data with a series of models and transforming at least a portion of the data into a risk impact summary and a return impact summary for each of one or more elements of value and external factors

where the market value matrix has utility in analyzing, managing and optimizing an organization financial performance at an item level and in supporting one or more enterprise scale data mining applications.

21. (withdrawn) The matrix of claim 20 wherein the segments of value are selected from the group consisting of current operation, derivatives, investments, real options, market sentiment and combinations thereof.

22. (withdrawn) The matrix of claim 20, wherein one or more risks are selected from the group consisting of variability risks, contingent liabilities, strategic risks, market volatility risks, event risks and combinations thereof.

23. (currently amended) An ~~computer-implemented~~ organization method, comprising:

using a computer to perform the steps of:

establishing a detailed data dictionary as required to define a plurality of cells within a matrix of market value for an organization ~~and a plurality of processing stages~~ where each matrix cell is defined by a segment of value and an element of value or an external factor and where each of the elements of value and external factors consists of a plurality of items,

integrating a plurality of data representative of an organization from a plurality of organization narrow systems in accordance with the matrix cell definitions,

transforming at least part of said integrated data into an impact summary for each of one or more elements of value and one or more external factors by using a series of models,

transforming said impact summaries and integrated data into a market value matrix that quantifies an impact by item of the elements of value and the external factors on an organization market value by a segment of value by analyzing said organization data with a series of models that use the impact summaries as an input,

identifying one or more scenarios and determining an expected range of values for each impact summary under each scenario, and

simulating an organization financial performance using said matrix, and the expected range of values for the impact summaries in order to quantify a total organization risk by item and provide data useful for optionally identifying one or more changes at the item level that will optimize one or more aspects of an organization return for each of one or more scenarios using mixed integer non linear optimization analysis before outputting said element of value impacts, external factor impacts, and total organization risk and identified changes, if any, by item

where the method links impact summaries are linked together when they are not independent and optionally identifies one or more item level changes that will optimize a total organization risk and a total organization value.

24. (currently amended) The method of claim 23, wherein the an organization is a single product, a group of products, a division, a company, a multi-company corporation, a value chain or a collaboration.

25. (currently amended) The method of claim 23, wherein the method further comprises identifying one or more changes at the item level that will optimize one or more aspects of an organization risk, return and value for each of one or more scenarios using mixed integer non linear optimization analysis where the one or more aspects of organization risk, return and value that are optionally optimized are selected from the group consisting of alliance risk, brand risk, channel risk, contingent liabilities, customer risk, current operation risk, derivative risk, employee risk, enterprise risk, external factor risk, event risk, intellectual property risk, investment risk, market sentiment risk, partnership risk, process risk, production equipment risk, real option risk, vendor risk, alliance return, brand return, channel return, customer return, current operation return, derivative return, employee return, intellectual property return, investment return partnership return, process return, production equipment return, real option return, vendor return, alliance value, brand value, channel value, customer value, current operation value, derivative value, employee value, intellectual property value, investment value, market sentiment value, partnership value, process value, production equipment value, real option value, vendor value and combinations thereof.

26. (currently amended) The method of claim 23 25 that further comprises implementing an implementation of the one or more identified changes in an automated fashion.

27. (currently amended) The method of claim 26, wherein the implementation includes activities that are selected from the group consisting of narrow system changes, changes in operation and combinations thereof.

28. (currently amended) The method of claim 23, wherein the segments of value are selected from the group consisting of current operation, derivatives, investments, market sentiment, real options and combinations thereof.